

ORDER



Orders
Order / Rev: 171134
Alt Order #: 08428098
Product Desc: ENTERPRISE WASHINGTO
Estimate: 4962
Flight Dates: 10/26/16 - 11/08/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: GENERAL

KXLY

Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 46015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Enterprise Washington PAC
Demographic: A35-64
Product Codes: PL Issue
Priority: P-3
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	9	\$2,690.00	\$2,286.50
10/31/16	11/08/16	30	\$10,170.00	\$8,644.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	9	\$2,690.00	\$2,286.50	0.00
November 2016	30	\$10,170.00	\$8,644.50	0.00
Totals	39	\$12,860.00	\$10,931.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KXLY	21%	\$12,860.00
Market	100%	\$61,238.10

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	10%	\$6,123.81
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	38%	\$23,270.48
KREM	29%	\$17,759.05
KSKN	2%	\$1,224.76
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/26/16	11/08/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	3	\$385.00	P-1	0.00	NM	6	\$2,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/16		11/01/16	MTWTF--				3			\$385.00		0.00			

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Advertiser: Enterprise Washington PAC
Product Desc: ENTERPRISE WASHINGTO
Estimate: 4962
KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/26/16	11/08/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	3	\$385.00	P-1	0.00	NM	6	\$2,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/16	11/01/16	MTWTF--		3				\$385.00		0.00			
		Week: 11/02/16	11/08/16	MTWTF--		3				\$385.00		0.00			
E 2	KXLY	10/26/16	11/08/16	6-630a GMNW	CM	6-630a	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/16	11/01/16	MTWTF--		2				\$350.00		0.00			
		Week: 11/02/16	11/08/16	MTWTF--		2				\$350.00		0.00			
E 3	KXLY	10/26/16	11/08/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	2	\$385.00	P-1	0.00	NM	4	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/16	11/01/16	MTWTF--		2				\$385.00		0.00			
		Week: 11/02/16	11/08/16	MTWTF--		2				\$385.00		0.00			
E 4	KXLY	10/26/16	11/08/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	3	\$350.00	P-1	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/16	11/01/16	MTWTF--		3				\$350.00		0.00			
		Week: 11/02/16	11/08/16	MTWTF--		3				\$350.00		0.00			
E 5	KXLY	10/26/16	11/08/16	630-7p M-F M-F News @630p	CM	630-7p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/16	11/01/16	MTWTF--		2				\$350.00		0.00			
		Week: 11/02/16	11/08/16	MTWTF--		2				\$350.00		0.00			
E 6	KXLY	10/26/16	11/08/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	4	\$350.00	P-1	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/16	11/01/16	MTWTF--		4				\$350.00		0.00			
		Week: 11/02/16	11/08/16	MTWTF--		4				\$350.00		0.00			
E 7	KXLY	10/29/16	11/05/16	News 4 News4	CM	3-6p (4:30 PM-5:00 PM)	-----1-	:30	1	\$155.00	P-1	0.00	NM	2	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-		1				\$155.00		0.00			
		Week: 10/31/16	11/06/16	-----1-		1				\$155.00		0.00			
E 8	KXLY	11/06/16	11/06/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$200.00		0.00			
E 9	KXLY	10/30/16	11/06/16	6p Su News 6p News	CM	6-630p	-----1	:30	1	\$225.00	P-1	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1				\$225.00		0.00			
		Week: 10/31/16	11/06/16	-----1		1				\$225.00		0.00			
E 10	KXLY	10/30/16	11/06/16	This Week This Week	CM	758-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$175.00	P-1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1				\$175.00		0.00			
		Week: 10/31/16	11/06/16	-----1		1				\$175.00		0.00			
													Totals	39	\$12,860.00